



IDENTIFICATION

Department	Position Title	
Industry, Tourism and Investment	Manager, Tourism and Parks	
Position Number	Community	Division/Region
63-3078	Norman Wells	Parks & Tourism / Sahtu

PURPOSE OF THE POSITION

The Manager, Tourism and Parks is responsible for the delivery and maintenance of all Departmental tourism and parks programs. This Manager monitors the delivery success and as may be required, undertakes the necessary steps to make adjustments. The incumbent oversees the assigned human and financial resources in accordance with federal and territorial legislation as well as the related Government of the Northwest Territories (GNWT) policies and procedures in place to achieve departmental and regional goals for the growth and development of the tourism, and parks industries in the Sahtu Region.

SCOPE

Located in Norman Wells, the Manager, Tourism and Parks (Manager) reports to the Regional Superintendent, Sahtu, and works in the Departmental Regional Office which serves the five (Fort Good Hope, Deline, Tulita, Colville Lake and Norman Wells) communities of the Sahtu Region. The Manager coordinates the departmental efforts to develop and promote tourism and parks throughout the Sahtu Region in a manner consistent with the Departmental strategies and directions, tourism industry strategies and the desires of the residents of the Sahtu Region.

The position requires ongoing work with a variety of organizations and individuals external to the GNWT, at the community and regional level (e.g. band councils, hamlets, individual operators, businesses, and indigenous organizations), as well as at the territorial level (e.g. NWT Tourism, CANNOR, Association of Mackenzie Mountain Outfitters, federal government representatives, other GNWT departmental representatives, environmental organizations and non-government organizations such as Trans Canada Trail). These organizations and individuals hold different, and sometimes overlapping, views on how to achieve ITI regional and departmental goals for the tourism and parks sectors in the region.



The Manager has the responsibility for regional tourism industry development in the form of grants and contributions, and the provision of general business advice and marketing assistance. The incumbent also reviews and provides input into Environmental Assessment of industrial development initiatives that may affect parks and tourism development in the Region.

The position must also work collaboratively with Environment and Climate Change staff at regional and territorial headquarters and in communities. A challenge for the position is tailoring community development and training activities delivered by the position to the differing needs and levels of sophistication of communities and individual clients.

The position is expected to identify objectives and once approved by the Regional Superintendent, work independently to achieve them.

The development and promotion of the Parks and Tourism Sector requires the acquisition of support, partnerships and resources. The acquisition of these elements requires strategies to balance the various interests in a way which is publicly defensible.

The position oversees contractors and casual staff while managing the Tourism and Parks Division budget ranging between \$500,000 to 1 million dollars. The incumbent holds full spending authority for all division budgets, including facilities maintenance and all capital budget projects associated with the Tourism and Parks Division.

Working closely with the Regional Superintendent, the Manager, Tourism and Parks will be expected to play a key role in overseeing the progressive development of the proposed new Territorial Park to be called Doi Toh Territorial Park and Canol Heritage Trail.

The Manager, Tourism and Parks will have a key role in maintaining a regional media library for the office in partnership with NWT Tourism.

RESPONSIBILITIES

1. Develops departmental, regional and community strategies for the tourism and parks sectors to drive growth in alignment with GNWT goals and client needs.

- Develops and recommends regional tourism and parks goals and strategies, in accordance with GNWT and departmental goals, and supervises the preparation of, or prepares, action plans to implement the approved regional goals and objectives.
- Conducts, alone or in partnership with interested stakeholders, research related to tourism and parks in the region, territorially, and nationally to build a database on regional capacity, opportunities and activities and the environment elsewhere in support of tourism, parks and crafts planning.
- Monitors and evaluates the effectiveness of current strategies and action plans.



2. Promotes the growth of the tourism industry at both the territorial and regional levels.

- Ensures that programs available to the tourism Industry are recognized and understood by those active or potentially active in the Industry.
- Providing a regional development perspective to the development and refinement of a 5-year NWT tourism Strategy.
- Providing a regional development perspective to agencies developing programs to assist the tourism Industry.
- Assist in the evaluation of tourism related proposals directed to the Tourism Product Diversification and Marketing, Community Tourism Infrastructure Contribution, Youth Mentorship, Tourism Business Mentorship, Community Tourism Coordinator Programs, and the Tourism Training Fund.
- Encourages tourism Industry participation through support to training Initiatives such as the NorthernMost Host introduction to tourism, customer service and hospitality workshop.

3. Directs the planning, implementation, and monitoring of capital projects for tourism and parks infrastructure to meet regional goals and ensure maximum value for government spending.

- Coordinates the development and preparation of the short and long term capital plan for tourism and parks facilities and equipment and recommends its approval to meet new program objectives and maintain assets.
- Participates on intra and inter-departmental capital planning committees to represent the region's interests and gain acceptance of the proposed capital plans.
- Participates in the preparation and issuance of tender documents for construction or supply and the award of contracts to the best value that meets project requirements, in accordance with GNWT contract regulations and policies.
- Participates in the management of construction design contracts to ensure the timely and efficient completion of capital projects
- Prepares, or supervises the preparation of, regular project reports for management and to inform interested parties of the status of capital projects such as the monthly capital variance.

4. Oversees industry regulations to ensure tourism and parks operators comply with territorial and federal laws, maintain safe facilities, and remit all required revenue to the GNWT.

- Manages the tourism license application, amendments, and renewal processes in the region.
- Sets the schedule of inspections and follow-up inspections assesses multi-departmental recommendations for dealing with deficiencies and recommends prosecution to ensure fair and complete regulation of facilities and operators within available resources.



- Assists in the identification of alleged deficiencies to ensure counsel has complete and accurate information to pursue offenders.
 - Manages the inspection of facilities and the collection of fees.
 - Recommends revision to the regulatory regime to address changing circumstances.
 - Works with other GNWT Departments to conduct inspections of shared clientele
- 5. Manages the delivery of programs and services the tourism and parks sectors, ensuring compliance with legislative and policy while supporting industry growth and client needs.**
- Manages the assistance provided by staff and outside consultants in the preparation of community and business proposals for financial assistance to that meet operator need and capacity and respond to program criteria.
 - Acts as a designated review officer in the assessment and recommendation of proposals for financial assistance to confirm proposals are viable and meet program criteria.
 - Develops and delivers or supervises the development and delivery of community development and training services in tourism and parks to assist clients in preparing or implementing business proposals.
- 6. Oversee current territorial parks and collaborate with communities on develop new parks in the region.**
- Manages MacKinnon Territorial Park in Norman Wells, overseeing contractors, capital projects, daily park operations, and parks related inquiries
 - Works with indigenous rights holders in the development of parks, trails, tourism related projects and infrastructure.
- 7. Leads marketing plan strategies and activities for industry partners and operators to boost the Sahtu region's profile and attract more consumers to the tourism and park sectors.**
- Manages the development of marketing activities, including market design, publication and construction. This is typically done in partnership with NWT Tourism
 - Recommends the participation of government and industry representatives at national and international trade shows to increase the Sahtu profile and increase knowledge of the marketplace.
 - Recommends financial assistance for marketing programs for individual tourism operators to promote achievement of targeted objectives.
 - Bi-annual updates to the Sahtu Guidebook to ensure information is accurate and up to date for the visiting public to the region
- 8. Directs program resources and personnel to ensure the effective, cost-efficient delivery of services while maintaining compliance with financial and administrative authorities.**
- Manages the financial resources of the unit, including budget development, monitoring



variances and taking corrective action for the effective expenditure and collection of funds.

- Undertakes special projects for the Regional Superintendent that contributes to the achievement of regional goals and strategies.

WORKING CONDITIONS

Physical Demands

From time to time, may be required to perform hands on parks related duties and will be required to lift up to 50lbs for related tasks.

Environmental Conditions

The incumbent will experience extreme weather conditions at times while in transit between communities in winter or when exploring adventure tourism opportunities.

The incumbent may be required to address situations dealing with wildlife or other safety conditions for tourists.

Sensory Demands

No unusual demands.

Mental Demands

Travel to small communities or remote park sites by truck, helicopter, aircraft, boat, ATV and snowmobile up to 3 or 4 times a month. Conflicting priorities between the public, indigenous organizations, GNWT initiatives, and Department mandate.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of the Sahtu region and it's communities
- Understanding of NWT land claims and co-management structures
- Experience with capital project delivery or infrastructure projects
- Emergency or environmental management in remote settings
- Experience working with industry operators or tourism businesses
- Experience managing multi-community programs
- Knowledge of business planning and operational requirements and practices in order to assess and/or approve business plans or project proposals and provide consultive advice to clients.
- Knowledge of business and financial analysis to assess and/or approve requests, grants or contributions.



- Knowledge of management and supervisory theory and principles to manage the financial resources and assets of the unit and supervise its human resources.
- Knowledge of training theory and principles to develop and/or deliver effective training courses to clients.
- Knowledge of community development theory and principles to promote client identification of objectives and plans for their achievement.
- Knowledge of and/or the ability to acquire and apply knowledge of the needs in isolated northern parks to assess capital projects and develop regional goals and strategies.
- Knowledge of the challenges and issues related to Aboriginal Tourism.
- Knowledge of the NWT *Travel and Tourism Act* and Regulations.
- Knowledge of tourism licensing guidelines, practices, and precedents.
- Knowledge of the expectations of the travelling public related to northern or wilderness areas to develop goals, strategies, marketing and community development plans.
- Knowledge of cross-cultural theory and principles and the ability to work in a cross-cultural setting to perform effectively in the culturally diverse environment of the region.
- Knowledge of computer software including word processing, spreadsheet, database, accounting and communications applications in a windows environment.
- Presentation skills to make effective presentation to diverse groups.
- Analytical and problem-solving skills to identify opportunities and resolve issues.
- Research skills to develop and maintain a database and investigate innovative approaches.
- Written communication skills to write reports, assessments and other correspondence for audiences ranging from the technically knowledgeable to the layperson.
- Verbal communication skills to communicate effectively with a diverse audience.
- Negotiating skills to resolve problems, influence others and gain acceptance of proposals.
- Ability to manage the development of marketing activities, including market design, publication and construction.
- Ability to commit to actively upholding and consistently practicing personal diversity, inclusion and cultural awareness, as well as safety and sensitivity approaches in the workplace.

Typically, the above qualifications would be attained by:

A diploma in hospitality and tourism management related program with 2 years of related experience.

Equivalent combinations of education and experience will be considered.



ADDITIONAL REQUIREMENTS

Position Security

- No criminal records check required
- Position of Trust – criminal records check required
- Highly sensitive position – requires verification of identity and a criminal records check

French language (check one if applicable)

- French required (must identify required level below)
Level required for this Designated Position is:
ORAL EXPRESSION AND COMPREHENSION
Basic (B) Intermediate (I) Advanced (A)
READING COMPREHENSION:
Basic (B) Intermediate (I) Advanced (A)
WRITING SKILLS:
Basic (B) Intermediate (I) Advanced (A)
- French preferred

Indigenous language: North Slavey

- Required
- Preferred